

2023

Sponsorships & Advertising

NEW CITY.
NEW IDEAS.
NEW OPPORTUNITIES.



Digital



Print



Video



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

— NADA SHOW

Sponsoring at the NADA Show showcases your company brand to more qualified buyers and provides valuable exposure to the entire auto industry at this premier annual event.

— YEAR-ROUND

Advertise with NADA to reach the most influential group of auto-retail decision makers: the dealer-members of NADA.

NADA SHOW 2023

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Kiosk

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Window Cling

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SPECIAL NOTICES FOR NADA SHOW SPONSORSHIPS

Due to safety protocols and Kay Bailey Hutchison convention center scheduling requirements, deadlines for receiving creative materials for all sponsorships and advertising must be strictly enforced.

Late fees of 25% to 50% will apply to any extensions beyond the published creative deadlines and/or by failure of sponsor or advertiser to abide by the deadlines may result in NADA Show branding/messaging being supplied in lieu of sponsor or advertiser creative materials. Sponsor/advertiser also may be liable for additional production/cancelation fees.

NADA Show will allocate one exhibit space priority point for exhibitors that purchase an official NADA Show sponsorship. No minimum purchase required.

The right-of-first-refusal sponsorship deadline is Aug. 1, 2022. No extensions.

SALES CONTACTS

Michele Schaner
703.821.7146
mschaner@nada.org

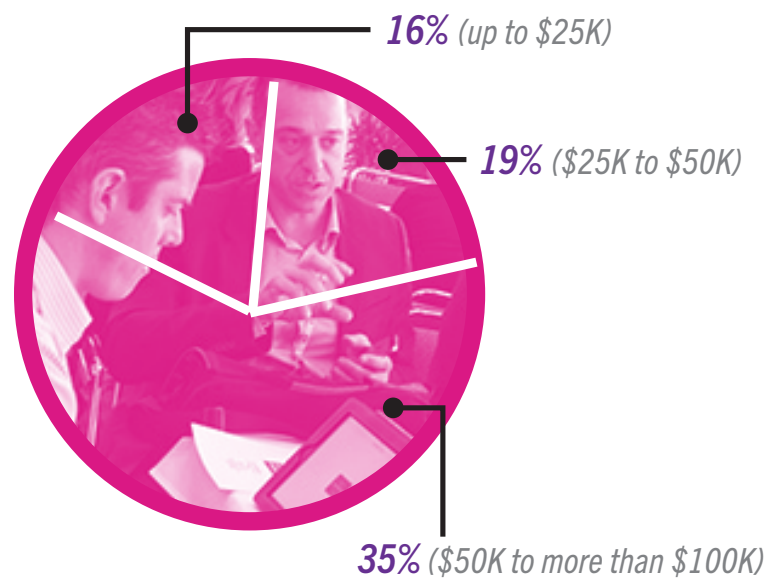
Joe Phillips
703.821.7155
jphillips@nada.org

FAST FACTS

Sponsoring at the NADA Show further showcases your company brand to more qualified buyers and provides valuable exposure to the entire auto industry at this premier annual event.

ATTENDEE SALES BREAKDOWN

3 out of 4 attendees plan to make purchases as a result of attending the Expo.

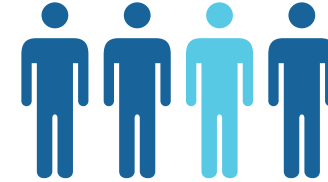


3 DAYS = 50,530 LEADS
72% of exhibitors gathered more than 50,530 customer leads during the 3-day Expo.

21,000 PEOPLE ATTENDED THE NADA SHOW IN 2022.

#1

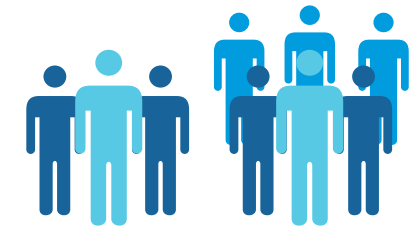
The NADA expo is ranked as the No. 1 reason dealership professionals attend the show.



25% of attendees are first-timers, giving exhibitors access to new prospects every year.

67%

Attendees who visit 20 or more exhibitors at the show.



More than 50% of dealers who attend the show bring along two to five employees.

72%

Of the "Top 150 Dealership Groups" 3 out of 4 attend the NADA Show.

85%

Exhibitors that rated the expo as "good" to "excellent" compared with other shows where they exhibit.

71%

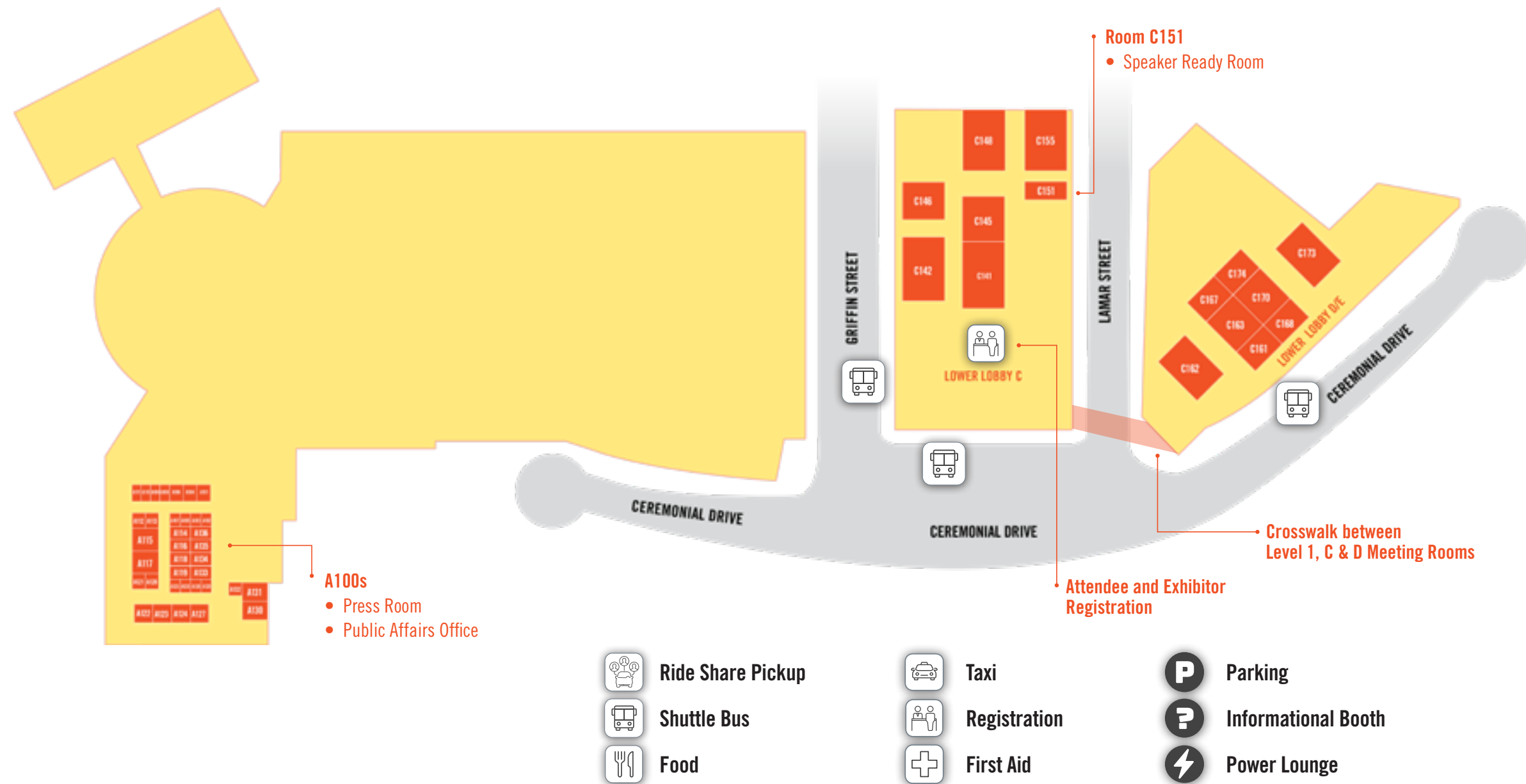
Dealer/manager attendees at the 2020 NADA Show who plan to attend the 2022 NADA Show in Las Vegas.

86%

Attendees who are the decision makers when purchasing products and services exhibited at the Expo.

Kay Bailey Hutchison Convention Center Map

LEVEL ONE

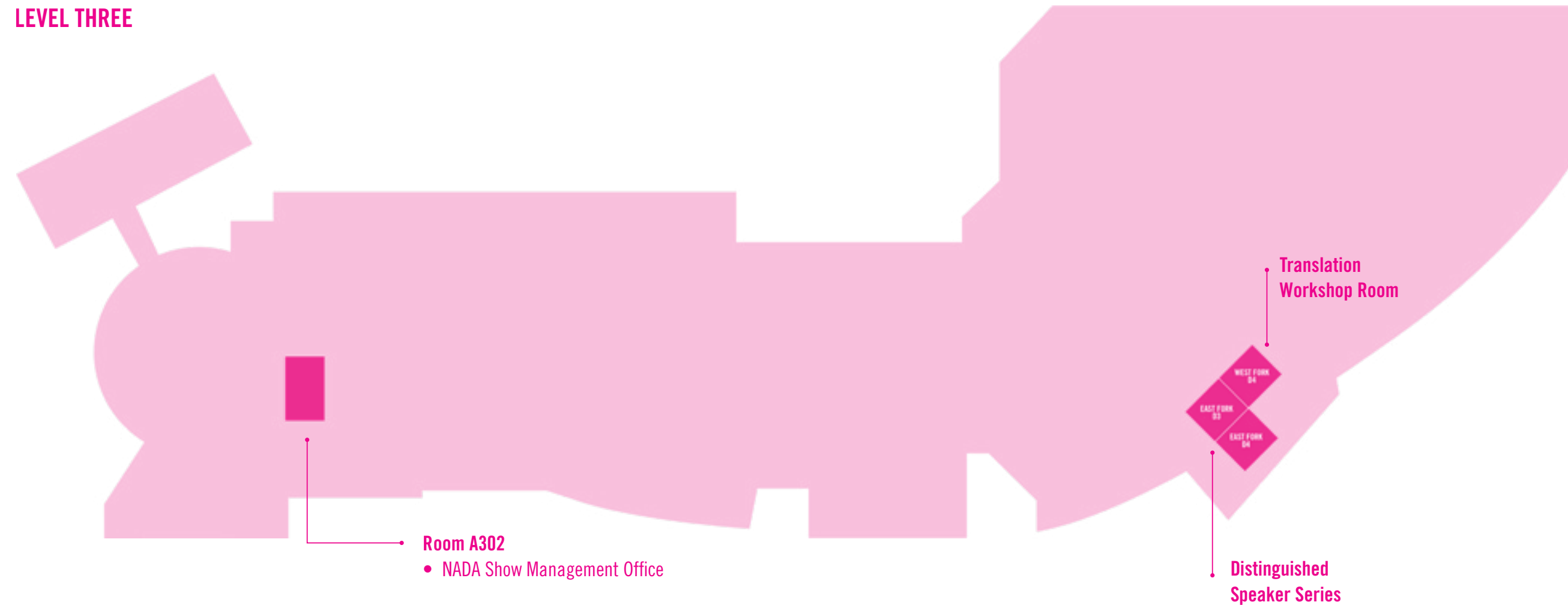


LEVEL TWO



Kay Bailey Hutchison Convention Center Map

LEVEL THREE



Ride Share Pickup



Shuttle Bus



Food



Taxi



Registration



First Aid



Parking



Informational Booth



Power Lounge

ARENA / A LOBBY ➤ LEVEL 2

Sponsorships available with high-visibility near the main entrance where all Main Stage (Keynote Speaker) Sessions will take place, along with several high-profile franchise meetings.



SPONSORSHIP ITEM	PRICE	LINK TO VIEW
Banners - 10' wide x 10' high	\$12,000 each	Click here
Kiosk	\$7,000 per panel (four panels total)	Click here
Wall Cling - 50' wide x 20' high	\$40,000	Click Here

CLICK ON THE IMAGE
TO SEE THE KIOSKS
IN ACTION!



LOBBY A/B ➤ LEVEL 2

This high-traffic area includes the TIME Dealer of the Year display, an information counter, direct-access to Halls A & B of the expo floor, and attendees traveling back and forth to the Main Stage sessions.



SPONSORSHIP ITEM	PRICE	LINK TO VIEW
Banners - 12'x12', 14'x12', 16'x12'	\$12,000	Click here
Kiosk	\$7,000 per panel (4 panels total)	Click here
Power Lounge	\$11,000	Click here
Window Cling - 60"x60"	\$20,000 (7 windows total)	Click here

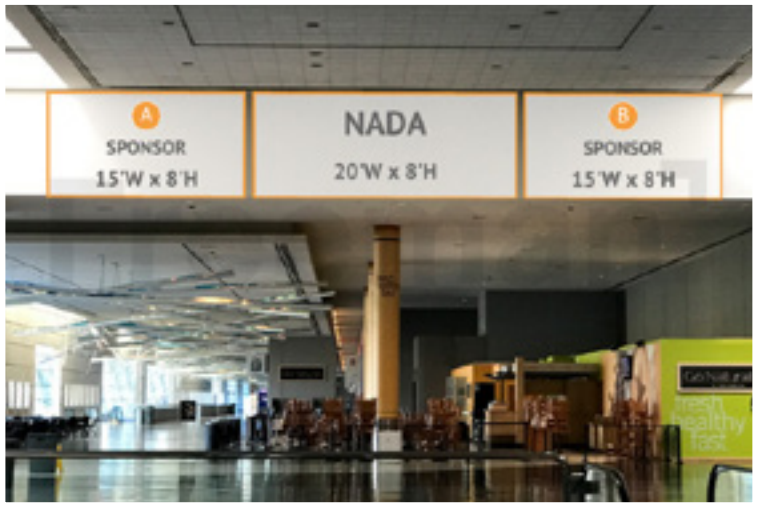
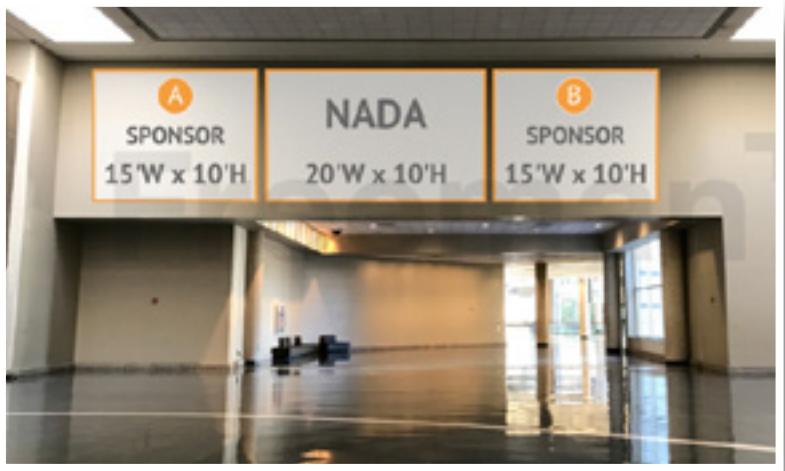


LOBBY C ➤ LEVEL 2

Tons of visibility for sponsors in this location, which includes the food court, the NADA PAC display and suite and the ballrooms hosting the Distinguished Speaker Series. Lobby C leads directly into Hall C on the expo floor which is home to the NADA Pavilion.

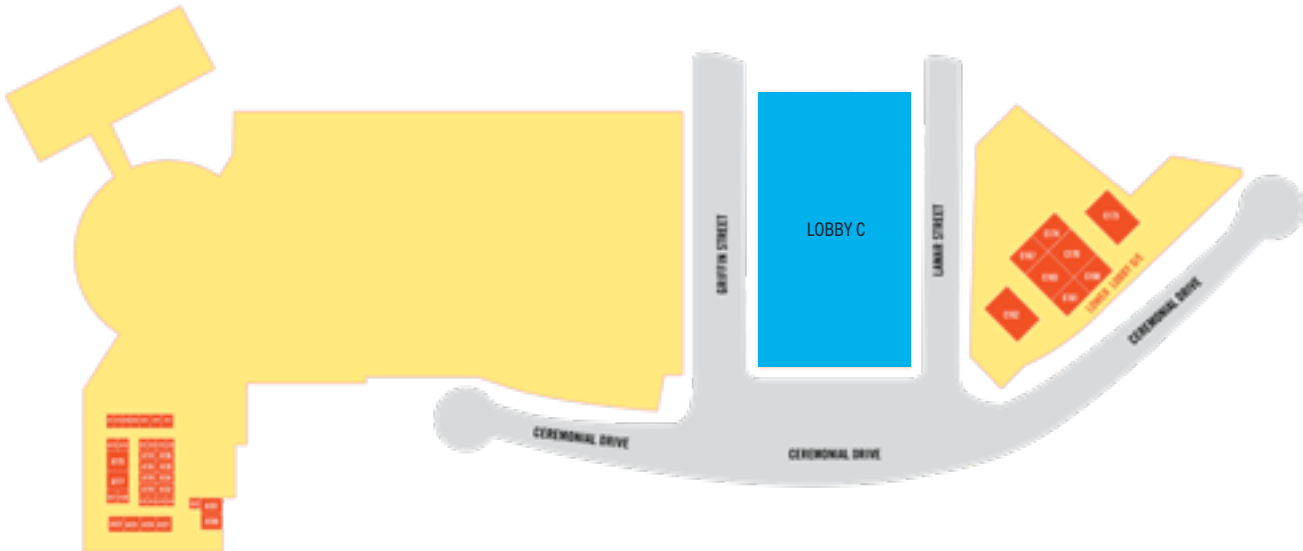


SPONSORSHIP ITEM	PRICE	LINK TO VIEW
Banners - 15'x8', 15'x10'	\$15,000 each	Click here
Kiosk	\$7,000 per panel (4 panels total)	Click here
LED Wall	TBD	Click here
Window Cling - 69"x31"	\$25,000 (21 windows total)	Click here

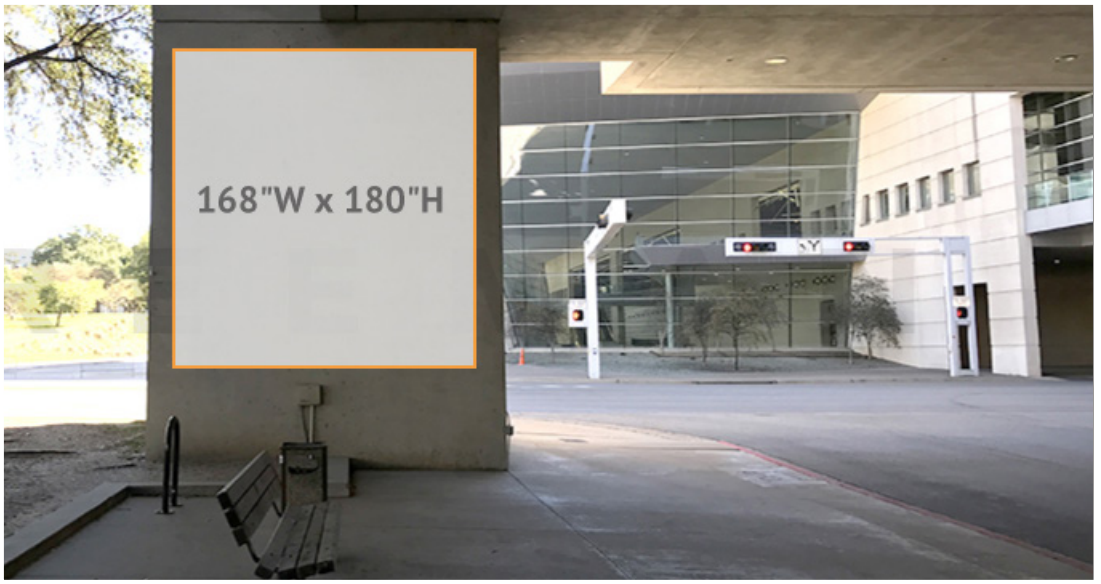


LOBBY C ➤ LEVEL 1

Non-stop traffic through this area for access to the shuttle-bus pickup and drop-off, attendee and exhibitor registration, and large set of escalators taking attendees up and down from the expo floor (Level Two).

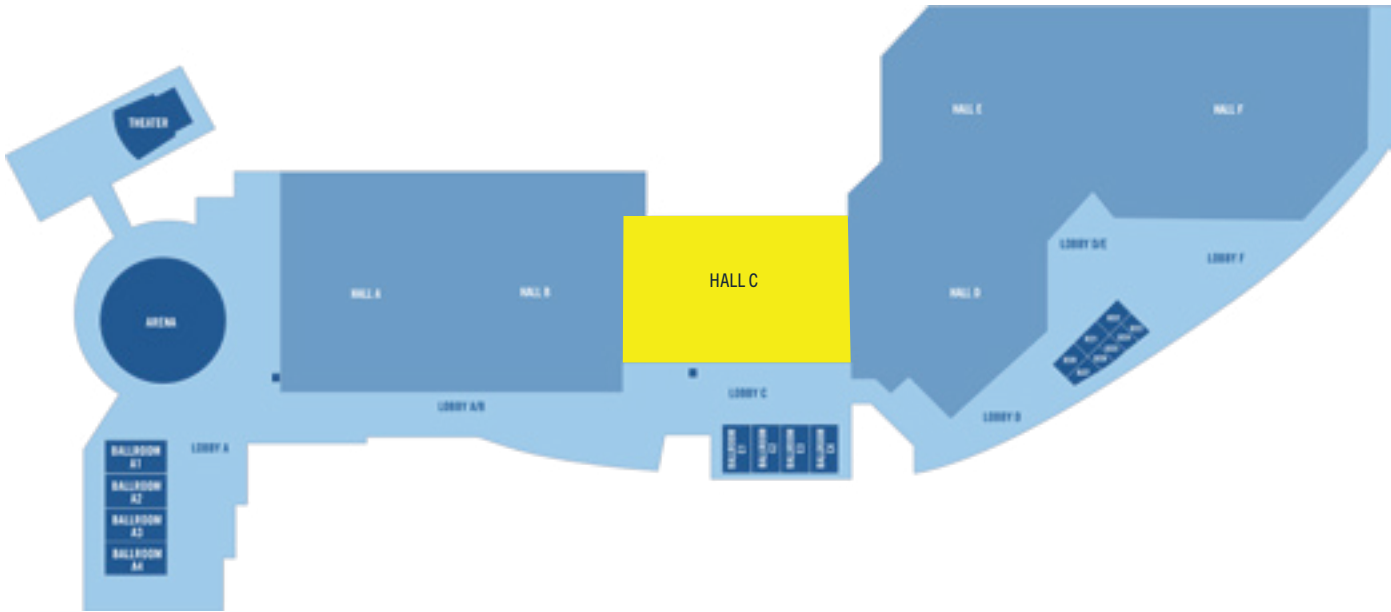


SPONSORSHIP ITEM	PRICE	LINK TO VIEW
Escalator	TBD	Click here
Kiosk	\$7,000 per panel (4 panels total)	Click here
Wall Cling	TBD	Click here



HALL C ➤ LEVEL 2

High traffic area of the expo hall includes the NADA Pavilion and a neighborhood eatery..



SPONSORSHIP ITEM	PRICE	LINK TO VIEW
NADA Lifestyle Pavilion Relax Opportunity	\$15,000	Click here

LOBBY D ➤ LEVEL 2

Busy skywalk taking attendees to and from the Omni Hotel is located here, along with the ever-popular NADA Live Stage and Electric Avenue display. Impressions galore for sponsor’s brand and messaging.



SPONSORSHIP ITEM	PRICE	LINK TO VIEW
Escalator Glass Clings	TBD	Click here
Escalator Wall Graphic	TBD	Click here
Kiosk	\$7,000 each	Click here
NADA Show Live Stage	See following page	Click here
Wall Graphic - 37' wide x 27' high	\$50,000	Click here



LOBBY D ► LEVEL 2

NADA SHOW LIVE STAGE

Two sponsorship levels: Platinum and Gold

Live Stage—a major hub for attendees to gather and view dynamic panel discussions and interviews—is a live broadcast studio. Located in the high-traffic Lobby D area, the stage features engaging hosts interviewing guests and industry panelists. 30-minute segments include keynote speakers, OEM execs and other industry experts. Content is livestreamed to entire NADA membership, then posted on NADA digital channels throughout the year.

PLATINUM SPONSORSHIPS: OWN THE STAGE FOR 30 MINUTES

\$50,000 each (three available)

Purchase deadline: 10/28/22

Creative deadline: 11/10/22

Sponsorship includes:

- 30-minute presentation from Live Stage by Platinum Sponsor.
- Guaranteed 500,000 impressions from targeted promotion of live video across social media, twice-daily.
- E-mail distribution (morning and late afternoon) and via NADA blog.
- An up-to-15-second daily commercial shown from Live Stage multiple times each day.
- First-tier placement of sponsor logo on backdrop and on side and rear panels of Live Stage structure.
- Logo and sponsor mention during Main Stage Sessions (Friday and Saturday), as well as on the NADA blog.
- An up-to-15-second commercial (supplied by sponsor) all four days of NADA Video programming (pre-produced programming is shown in most NADA Show hotels and on buses).
- Recognition and thanks from Live Stage host throughout each day.
- Sponsor logo on NADA marketing related to Live Stage.
- Promotional interview at sponsor booth can be produced for an additional fee. Ask for details.

GOLD SPONSORSHIPS

\$30,000 each (three available)

Purchase deadline: 10/28/22

Creative deadline: 11/10/22

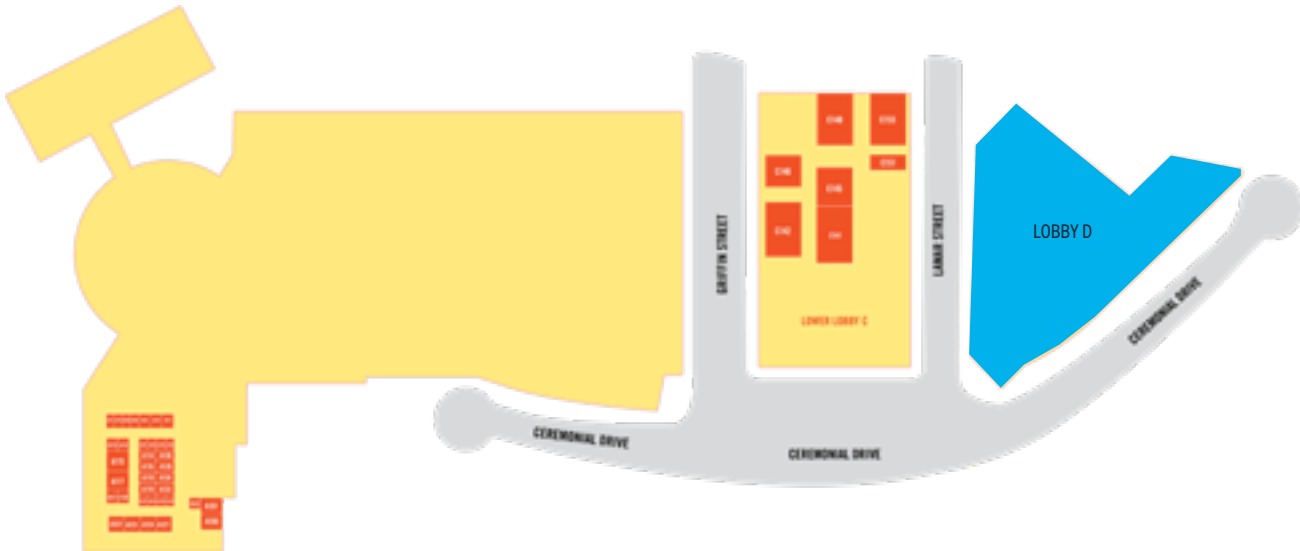
Sponsorship includes:

- Opportunity to plan and participate in one segment.
- Recognition and thanks from Live Stage host before and after the segment.
- Promotion of the panel/segment on NADA blog and all NADA social platforms.
- Second-tier placement of sponsor logo on backdrop and on side and rear panels of Live Stage structure.
- An up-to-10-second commercial (supplied by sponsor) all four days of NADA Video programming (pre-produced programming is shown in most NADA Show hotels and on buses).
- Sponsor logo on NADA marketing related to Live Stage.
- Promotional interview at sponsor booth can be produced for an additional fee. Ask for details.

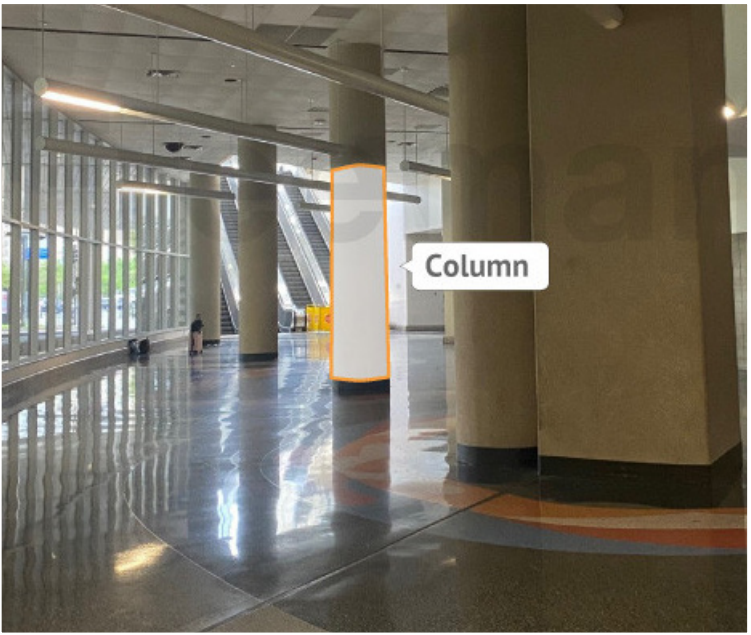


LOBBY D ➤ LEVEL 1

Another busy pickup and drop-off location for the NADA Show shuttle buses and EZ access via crosswalk to meeting rooms in lower lobby C and D. Large set of escalators takes attendees up to Lobby D and the excitement surrounding the Live Stage.



SPONSORSHIP ITEM	PRICE	LINK TO VIEW
Column Wraps	TBD	Click here
Escalator Runners	\$10,000	Click here
Window Clings	TBD	Click here

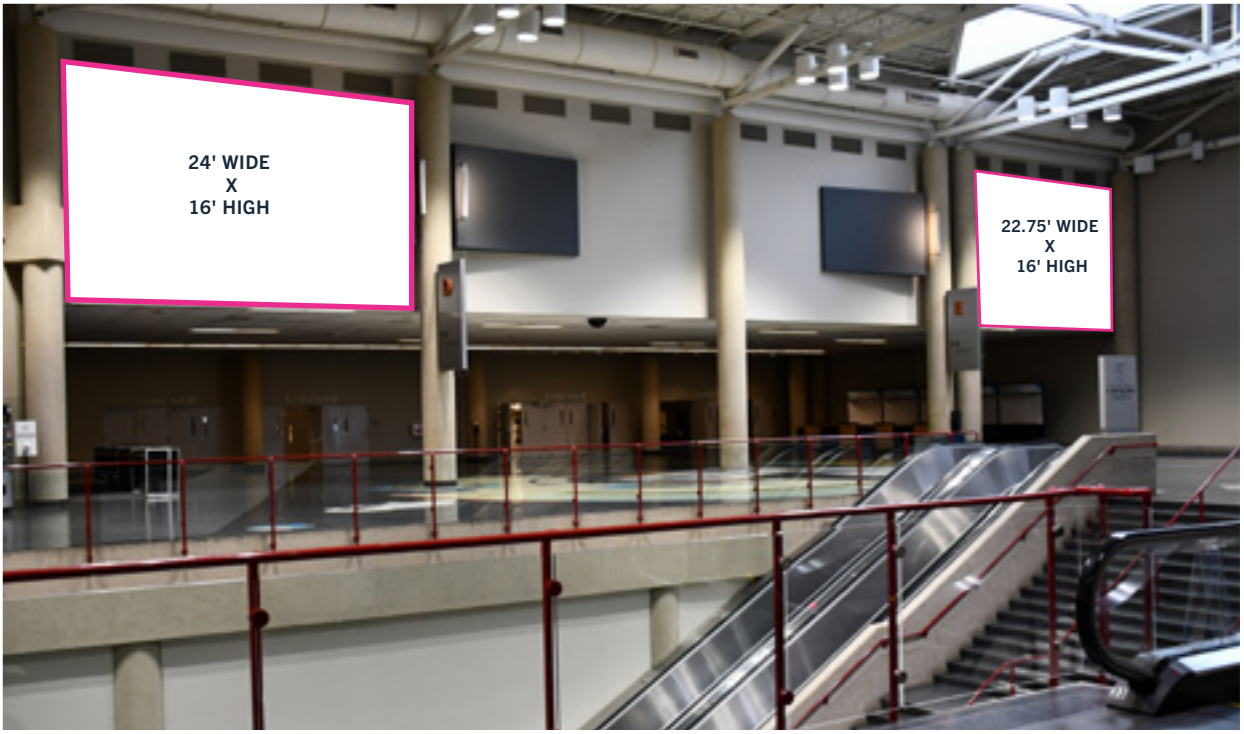


LOBBY E ➤ LEVEL 2

Home to the International Visitors Lounge and adjacent to The Exchange and workshop rooms. Large set of escalators/staircase leading to the shuttle-bus pickup and drop-off. Consistent and continuous all-day foot traffic.

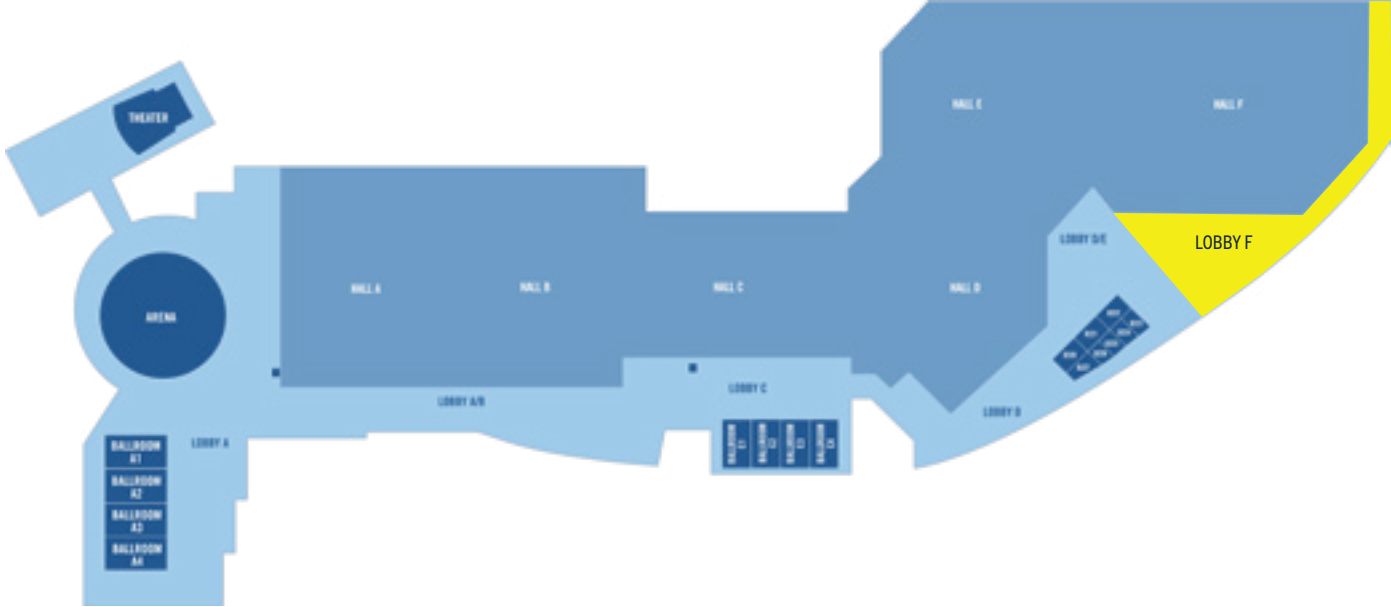


SPONSORSHIP ITEM	PRICE	LINK TO VIEW
Banners	\$20,000 each	Click here
Escalator	\$10,000	Click here
Kiosk	\$7,000 per panel (4 panels total)	Click here
LED Wall	TBD	Click here
Power Lounge	\$11,000	Click here



LOBBY F ➤ LEVEL 2

Home to the International Visitors Lounge and adjacent to The Exchange and workshop rooms. Large set of escalators/staircase leading to the shuttle-bus pickup and drop-off. Consistent and continuous all-day foot traffic.



SPONSORSHIP ITEM	PRICE	LINK TO VIEW
NADA International Visitors Lounge	\$15,000	Click here



LEVEL 3 ➤

Location of the NADA Show Management Office and the International Translation Room for workshops.



SPONSORSHIP ITEM	PRICE	LINK TO VIEW
NADA International Translation Room	\$5,000	Click here

SPONSORSHIPS ➤ DIGITAL

NADA SHOW E-BLAST

Jun. 2022-Aug. 2022	\$5,000 per month	
Sept. 2022-Nov. 2022	\$5,000 per month	NOVEMBER SOLD OUT
Dec. 2022-Jan. 2023	\$8,000 per month	SOLD OUT

Exclusive opportunity to place a banner within the NADA Show marketing e-blasts, which are sent to NADA members, prospective and past attendees, and industry affiliates.

- Sponsor banner is 1200 x 100 pixels (static GIF or JPEG; file size not to exceed 100KB).
- Linked to the URL of your choice.
- 20% or higher average open rate.
- Some 20-24 total show e-blasts will be sent starting in July 2022 and ending in January 2023.

NADA SHOW E-NEWSLETTER

Aug. 2022	\$10,000 per month	(minimum of two e-newsletters sent this month)
Sept. 2022	\$10,000 per month	(minimum of two e-newsletters sent this month)
Oct. 2022	\$10,000 per month	(minimum of two e-newsletters sent this month)
Nov. 2022	\$15,000 per month	(minimum of three e-newsletters sent this month) SOLD OUT
Dec. 2022	\$15,000 per month	(minimum of three e-newsletters sent this month) SOLD OUT
Jan. 2023	\$15,000 per month	(minimum of three e-newsletters sent this month)

Exclusive opportunity to place a banner within the NADA Show e-newsletters, which are sent to *registered Show attendees only*.

- Sponsor banner is 1200 x 100 pixels (static GIF or JPEG; file size not to exceed 100KB).
- Linked to the URL of your choice.
- High open rates (on average, 30%-40% per e-newsletter) for this targeted audience.

NADA SHOW MOBILE APP *(exclusive)*

\$25,000

Right-of-first-refusal deadline: 8/1/22

Nearly 90% of attendees say the NADA Show app helps them manage their time more efficiently before, during and after the show. The app provides real-time Expo information: exhibitor list, interactive floor plan, session schedule and planning, networking and social media tools. Sponsor receives co-branded, two-way leaderboard on the main menu page, and the sponsor’s company logo becomes the “sponsor icon”—which can be linked to the URL of your choice. Sponsor’s logo is also included in all NADA Show marketing that features the mobile app.

The NADA Show mobile app launches approximately two months before 2023 NADA Show and remains active all year long, which means the sponsor also receives exposure during the major marketing and registration period for the 2024 NADA Show!



NADA SHOW RETARGETING

Targeted banner ads are available exclusively to NADA Show exhibitors to build brand awareness for their products. Cookies track registered attendees and other NADA Show website visitors. The ads are then served on the numerous websites (across 95% of the consumer web) that attendees visit during their regular online browsing. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure. Minimum purchase requirement of 50,000 impressions, A limited number of overall impressions is available.

Impressions	Pricing
100,000	\$7,500
50,000	\$5,000

Ad Creative Recommendations

- Images can be .png, .jpg or .gif. Static or animated. Maximum file size of each creative not to exceed 200MB.
- Create a sense of urgency. Advertise an “early bird discount” or a deadline date to purchase.
- White space works! Include enough in your creative.
- Display your NADA Show booth # and / or the #NADASHOW.
- Use ads as pre-show marketing by advertising “schedule a demo at our booth.”



◀ 300 x 250



◀ 180 x 150



◀ 728 x 90



◀ 160 x 600

ADVERTISING ► *PRINT*

NADA SHOW MAGAZINE

Covers: \$10,000 (net)

Full-page ads: \$8,000 (net)

Space deadline: 0/00/00

Creative deadline: 0/00/00

Placed in the hands of every NADA Show attendee (and direct-mailed to the full NADA membership the week before the show), the annual *NADA Show Magazine* offers a complete show overview, including speaker profiles and the latest show highlights that attendees and exhibitors won't want to miss. NADA's award-winning editorial coverage also includes the incoming NADA chairman profile, NADA 2023 economic forecast, NADA 2023 objectives and other key articles.

- PDF of the magazine will be archived at [NADA Show Magazines as a "flipbook" \(Flipsnack\)](#) – all ads will have the option of "linking" to a URL of the advertiser's choice (i.e., video, web site, white paper, etc.)

Don't miss the opportunity to advertise in NADA's most anticipated publication of the year.

NADA SHOW PROGRAM DIRECTORY

Covers: \$13,000 (net)

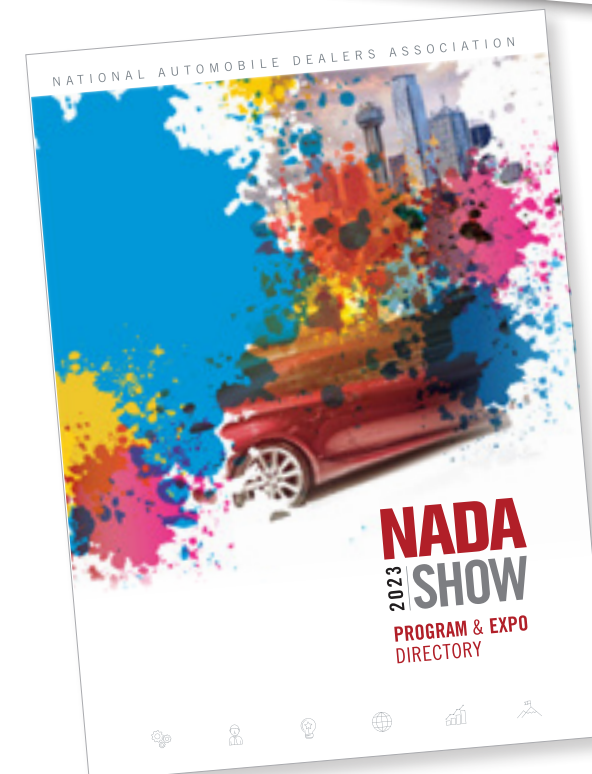
Full-page ads: \$10,000 (net)

Space deadline: 0/00/00

Creative deadline: 0/0/00

The popular *NADA Show Program Directory*—placed inside all attendee registration bags and distributed throughout the convention center—utilizes a compact, user-friendly format. The directory includes a daily schedule of show events, full details of all workshops, general sessions, and speakers, and hospitality functions; convention center and hotel maps; NADA shuttle-bus schedule; and a list of exhibitors with corresponding booth numbers. Numerous full-page, premium ad placements.

More than 60% of attendees use the directory and the mobile app.



SPECIALTY SPONSORSHIPS ➤ CONVENTION CENTER

BADGE CARDS *(exclusive)*

\$15,000

Right of first refusal deadline: 8/1/2022

Exclusive sponsorship! Place your company logo and booth # on all show attendees' badge cards. One color company logo and show booth # will be co-branded with NADA Show logo and wi-fi information on the back of each and every badge card.

HAND SANITIZERS *(exclusive)*

\$TBD

Right of first refusal deadline: 8/1/2022

Exclusive sponsorship! Place your company log, booth #, and messaging on signage at each of the hand sanitizer stations placed throught both the West and North Halls.

- Quantity: TBD.

(Exact signage dimentions and specifications provided by NADA at time of purchase.)

LANYARDS *(exclusive)*

\$40,000

Right of first refusal deadline: 8/1/2022

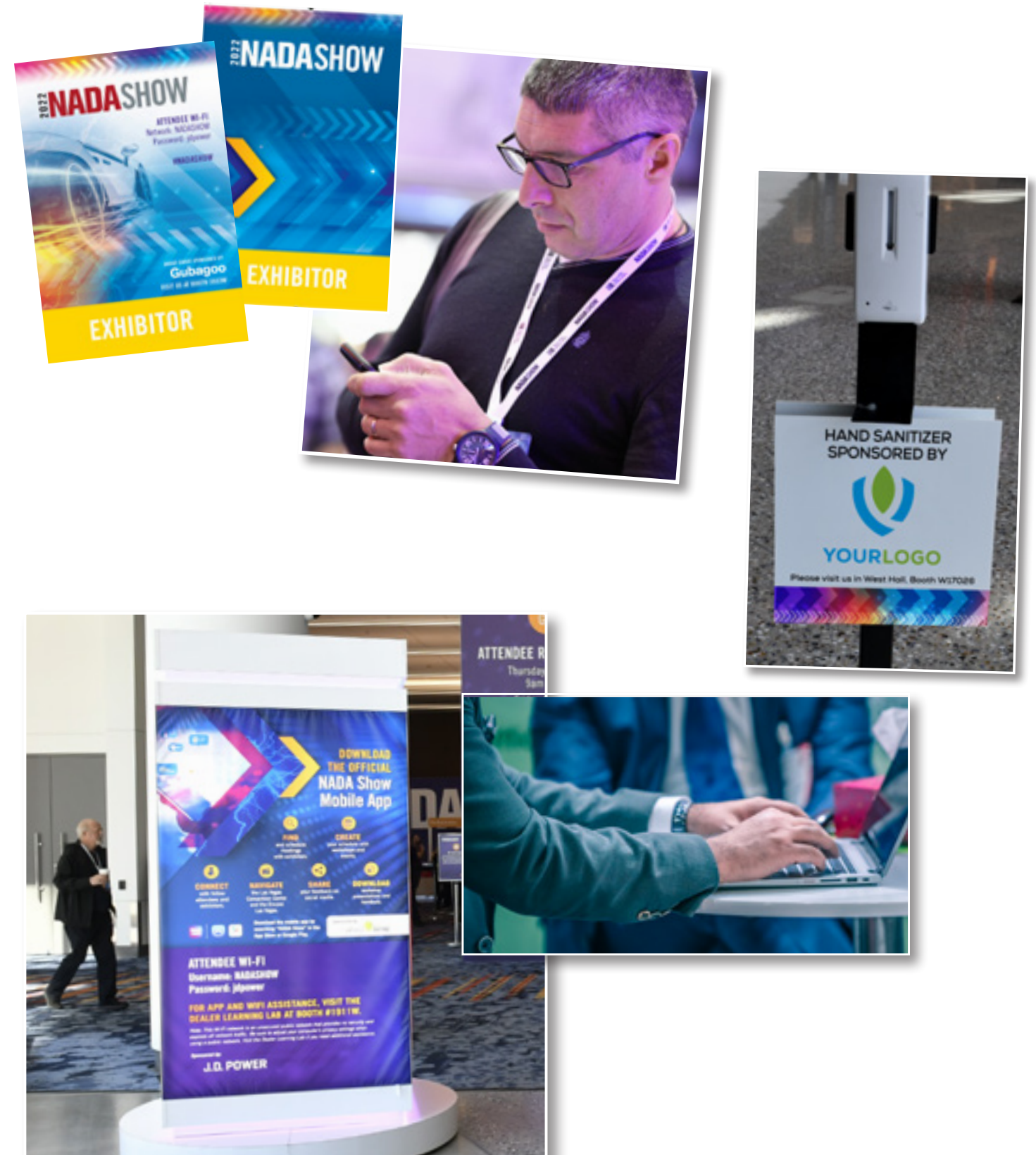
Your company logo co-branded with the NADA Show logo on every attendee lanyard. Lanyards are 5/8-inch wide, and both logos alternate around the entire length of the lanyard.

WI-FI *(exclusive)*

\$25,000

Right of first refusal deadline: 8/1/2022

Wi-Fi is in all public areas and meeting rooms. The sponsor's logo is included on the Wi-Fi splash page and tent cards at high-traffic Wi-Fi locations, and as part of any co-branded signage and marketing opportunities.



SPECIALTY SPONSORSHIPS ➤ TRANSPORTATION

SHUTTLE-BUS HEADREST COVERS

\$6,500 per bus

Contact NADA for deadlines

Headrest covers are made of high-quality nylon-metallic for sharp graphic resolution. Sponsor messaging is available on both sides of the cover. Display area is 8"width x 6"height, and sponsorship includes production (of a one-color design on the headrest cover), installation and removal. Minimum purchase of headrest covers on five shuttle buses is required.

The published cost of this sponsorship guarantees a minimum of 40 shuttle buses, with at least 50 seats covered per bus on all three days of the show. Shuttle-bus numbers may increase during peak hours. To guarantee all shuttle buses with headrest covers, additional costs for production and installation/removal downtime will be incurred.

SHUTTLE-BUS ROUTE SIGNAGE

[Click here](#)

\$15,000

Purchase deadline: 10/28/22

Creative deadline: 11/10/22

Sponsor may brand the **front and back** of each shuttle-bus route stanchion placed at the pick-up and drop-off locations for all hotel bus routes.

- Total # of kiosks: 11

SHUTTLE-BUS SIGNAGE

Contact NADA for pricing, bus-wrap sizes and deadlines.

Shuttle buses transport attendees to and from the convention center, resulting in thousands of impressions to dealers. Bus signage is available in multiple sizes (including complete bus wraps), with sponsor name, logo, booth number and messaging prominently displayed. Minimum purchase of five shuttle buses is required.



ADVERTISING ► VIDEO

NADA VIDEO COMMERCIALS

\$15,000 (net) for an up-to-30-second spot

Purchase deadline: 10/28/22

Creative deadline: 11/10/22

NADA Video creates award-winning auto-industry news and interview segments. Four unique programs will air—one each day—on Thursday, Friday, Saturday and Sunday inside attendees’ rooms at participating NADA host hotels, on the all-day NADA-dedicated shuttle buses and at NADA Show Live Stage in between segments.

NADA DIGITAL PROGRAMMING *(exclusive)*

Call for pricing and details

Purchase deadline: 10/28/22

Creative deadline: 11/10/22

Exclusive sponsorship all four days (January 26-29) or daily sponsorship!

NADA Video—the official video news program for the NADA Show—features daily show coverage, reports from the expo hall, and interviews with top industry executives and NADA leadership. Each day of programming is distributed to NADA dealers—at the Show or at home in their dealership—via the NADA Headlines daily e-newsletter, NADA website and social media channels. Programs can be accessed via the NADA YouTube channel throughout the year.



SPONSORSHIPS ► WOMEN DRIVING AUTO RETAIL 2023

WOMEN DRIVING AUTO RETAIL 2023

Deadline for sponsorships: 11/1/22

Where: Omni Hotel (Trinity Ballroom)

When: Thursday, January 26th, 2023 • 9:00am-11:30am

High-profile event, which sold out in 2022, includes renowned speakers and a networking session. Sponsors are recognized from the stage and mentioned in numerous NADA e-newsletter articles, as well as on nada.org, NADA blog and NADA social media channels.

PLATINUM SPONSOR (two available)

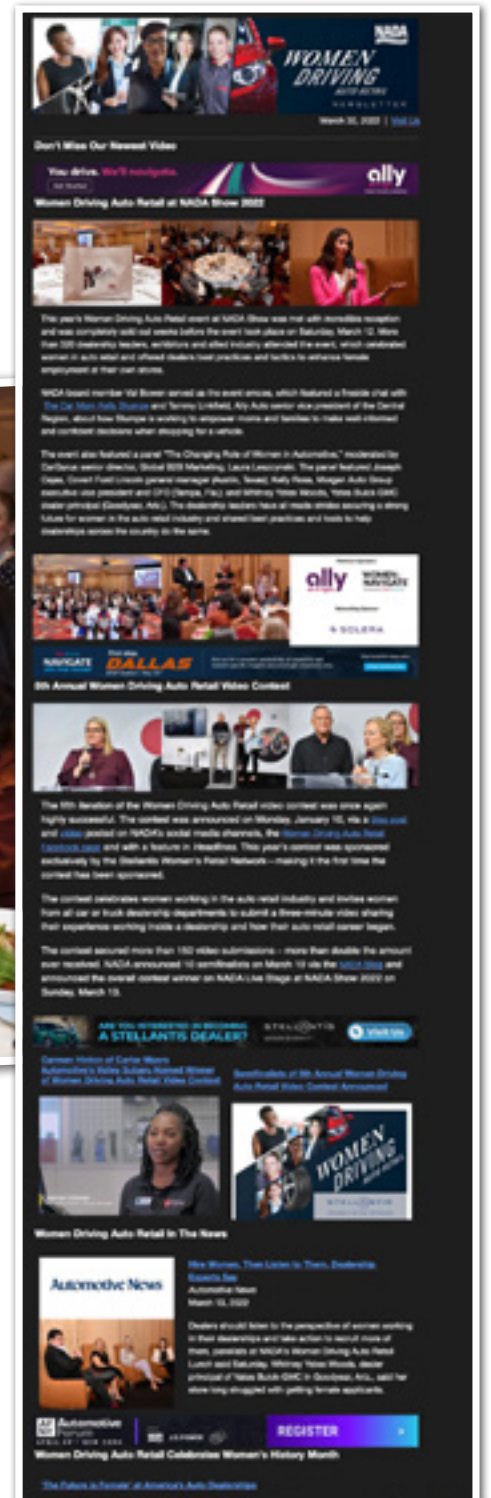
\$25,000

- Opportunity to introduce guest speaker and provide input on speakers.
- Prominent signage onstage and throughout event space.
- Logo mention in all print and digital marketing materials, including NADA Show Program Directory, NADA Show Magazine, etc.
- Mention in post-event NADA blog post and top placement banner ad in post-event e-newsletter, as well as on womendrivinautoretail.org.
- 10 tickets to event with reserved table.

GOLD SPONSOR - NETWORKING (exclusive)

\$15,000

- Table signage and in pre-event networking location.
- Opportunity to have signature cocktail in sponsor's color and to provide branded napkins and other collateral during networking portion of event.
- Mention in all print/digital marketing, including NADA Show Program Directory, NADA Show Magazine, etc.
- Mention in post-event NADA blog post and banner ad in post-event e-newsletter, as well as on womendrivinautoretail.org.
- Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- 5 tickets to event.



SPONSORSHIPS ► WOMEN DRIVING AUTO RETAIL 2023

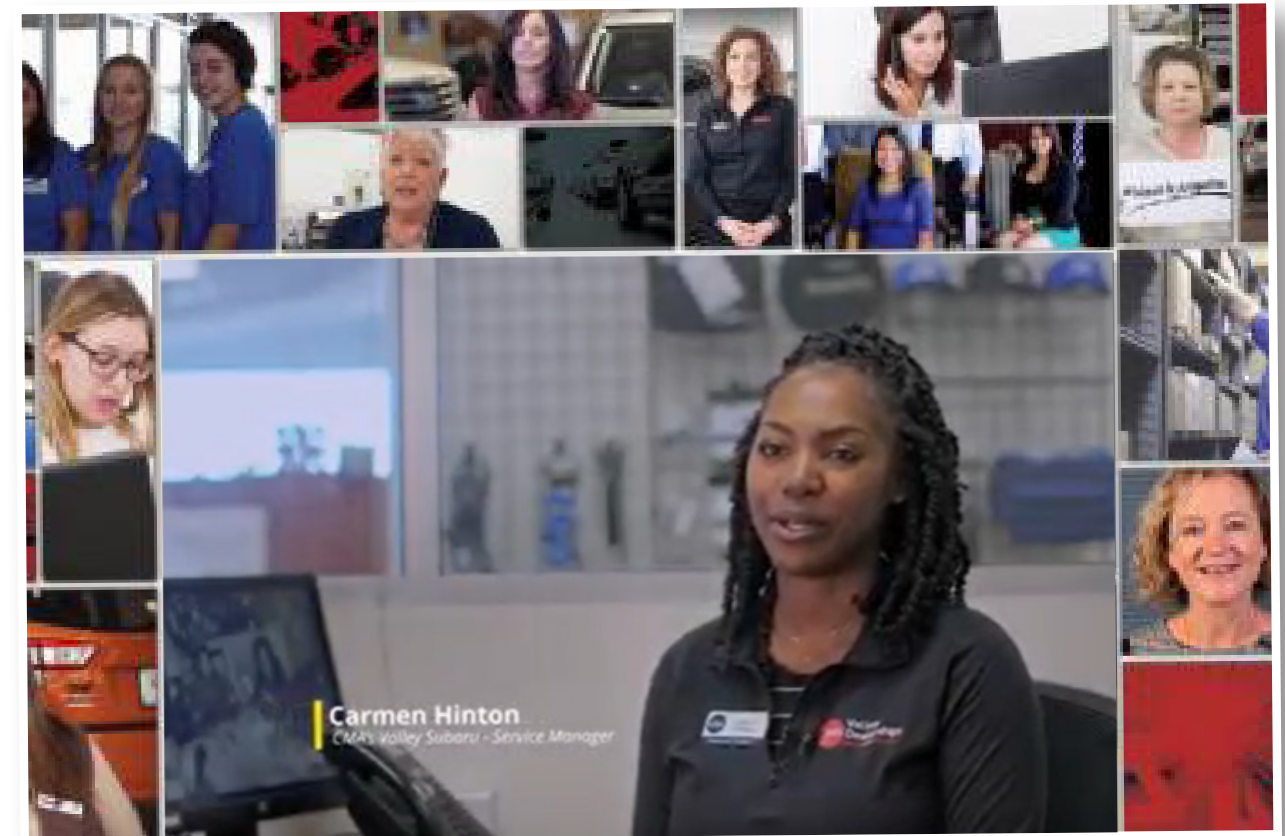
WOMEN DRIVING AUTO RETAIL VIDEO CONTEST

\$15,000 (exclusive)

Sponsor logo submission deadline: 11/01/22

Annual video contest celebrates women employees in dealerships and helps promote benefits for women considering an auto-industry career. Winning videos are based on inspiration factor, impact and messaging. Of 10 semifinalists, one grand-prize winner is announced at NADA Live Stage on Sunday. Last year, NADA received nearly 60 high-quality video entries generating over 132,000 cumulative video views and nearly 600,000 impressions.

- Contest runs from November 2022 through January 2023.
- Sponsor is onstage for announcement of grand-prize winner at NADA Show 2023 in Dallas.
- Sponsor logo on pre-roll of yearly announcement video.
- Mention in all marketing materials, press releases and NADA articles related to and/or promoting the video contest, including contest announcement, semifinalist, and winner articles.
- Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- 5 tickets to Women Driving Auto Retail 2023 event at NADA Show 2023 in Dallas.



INDEX ➤

SPONSORSHIP ITEM	LINK TO VIEW
Banners	Click here
Digital	Click here
Escalators	Click here
Events	Click here
Kiosks	Click here
Live Stage	Click here
Program Directory	Click here
Hotel Sponsorships	Click here
Room/Lounge/Area	Click here
Show Magazine	Click here
Transportation	Click here
Video	Click here
Window Clings	Click here





The annual NY Automotive Forum showcases the latest economic and industry conditions shaping auto retail. Hosted for more than 15 years by J.D. Power, NADA and New York International Auto Show, the NY Automotive Forum features engaging networking opportunities, renowned keynoters, and panel discussions highlighting national and global trends.

SCHEDULE

MORNING

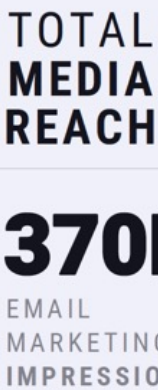
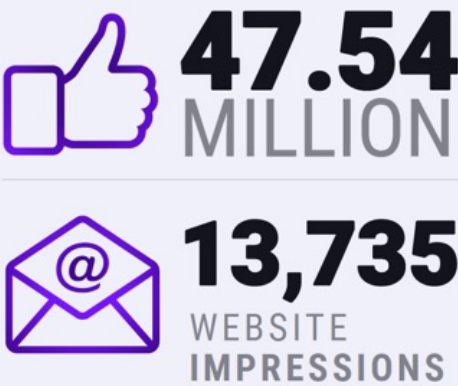
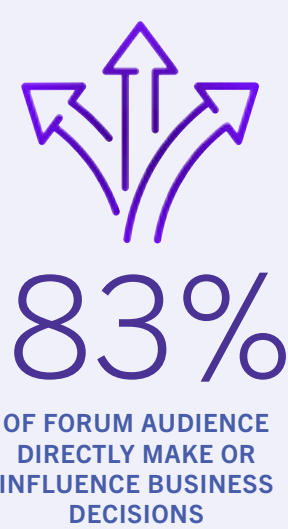
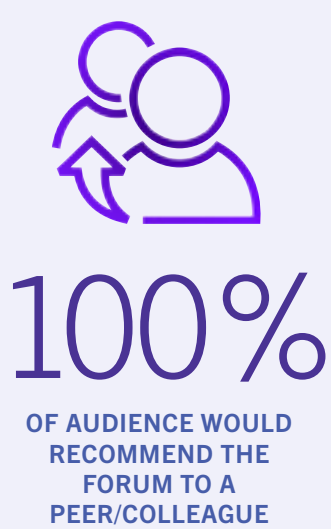
- Registration and Breakfast
- Welcome
- Global Economic Outlook
- J.D. Power U.S. Auto Outlook
- Featured Speaker
- Panel Discussion

AFTERNOON

- Networking Lunch
- Featured Speaker
- Panel Discussion
- Featured Speaker
- The Perspective from Wall Street

EVENING

- Networking Reception



NY AUTO FORUM ►

ELITE PACKAGE

\$45,000 (2 available)

Stand out with a full-feature package that includes top-shelf opportunities, including link to company website, official sponsor of email communications, sponsor spotlight in email marketing, sponsor participation highlighted in social media posts, prominent onsite branding and more.

EXCLUSIVE PACKAGE

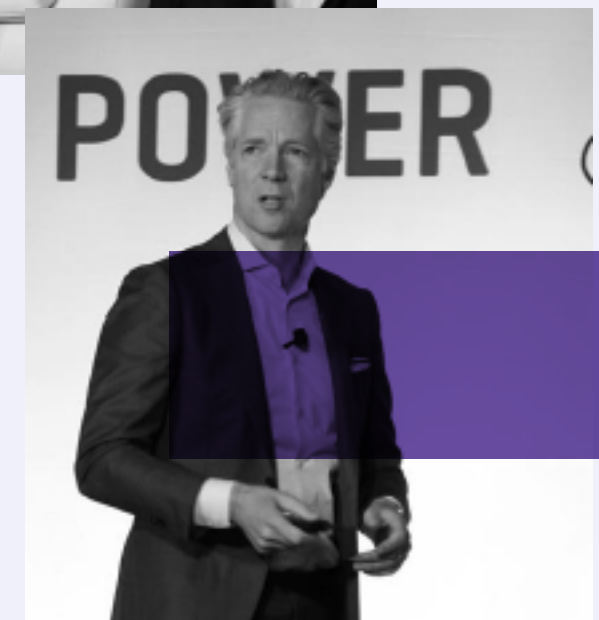
\$20,000 - \$25,000 (6 available)

Choose from unique options to showcase your brand in an exclusive opportunity. Options include sponsoring wireless internet, seating set-up, pre-event mailing gift, registration packet, and/or the networking breakfast or lunch.

ENHANCE PACKAGE

\$10,000 - \$15,000 (5 available)

Discover customized creative opportunities to heighten your brand awareness. Options include an “associate” level package and the networking break.





YEAR-ROUND ADVERTISING OPPORTUNITIES

Fast Facts

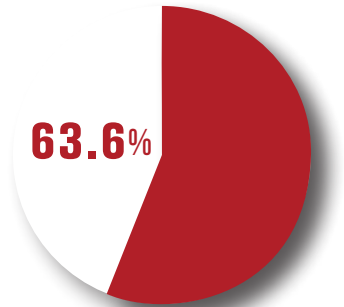
Advertise with NADA to reach the most influential group of auto-retail decision makers: the dealer-members of NADA.



New-car dealers who are NADA members



NADA’s membership retention rate



Ad dollars new-car dealers spend on internet advertising

1.06 million



Number of workers employed at new-car dealerships across the country

16,657

New-car dealerships



14.9 million

New vehicles sold or leased by new-car dealers

14.7 million

Used vehicles sold by new-car dealers

\$1.18 trillion

Total new-car dealership sales



\$125.6 billion

Service, parts and body shop sales by new-car dealers

\$8.2 billion

Total advertising expenditures by new-car dealers



ADVERTISING ➤ E-NEWSLETTERS

NADA HEADLINES

NADA Headlines is the “must-read” morning e-newsletter for auto-industry news. The streamlined look includes top stories of the day and compelling editorial (such as featured content, NADA blog posts and a daily fact of the day). Seven ad placements, including sponsored content. NADA Headlines has grown to nearly 60,000 subscribers, including dealers, general managers, automakers, suppliers and the media with an average open rate of 26 percent.

Pricing:

- 1 1200 x 100-pixel banner—\$10,000 (net) per month
- 2 400 x 400-pixel banner—\$10,000 (net) per month (also used for NADA in-house promotions; email for availability)
- 3 Sponsored content—\$6,000 (net) weekly (text/copy only, no images; email for character count/complete specs)
- 4 1200 x 100-pixel banner—\$8,000 (net) per month
- 5 NADA blog sponsored content—text/copy and images on both the blog and in NADA Headlines; contact us for character count/complete specs and pricing
- 6 1200 x 100-pixel banner—\$6,500 (net) per month
- 7 1200 x 100-pixel banner—\$6,500 (net) per month



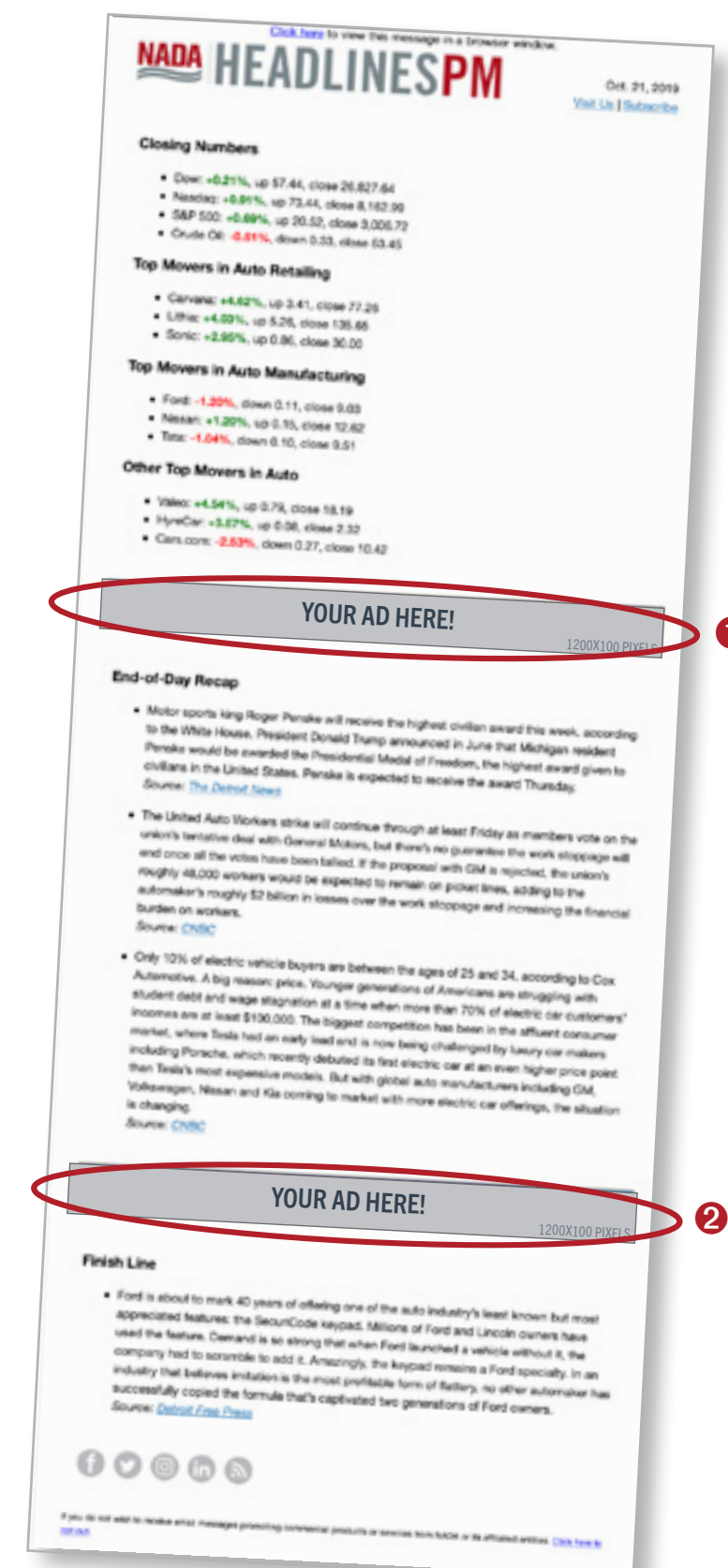
ADVERTISING ► E-NEWSLETTERS

NADA HEADLINES PM

NADA Headlines PM—the most recent addition to NADA’s digital offerings—complements the popular *NADA Headlines* morning e-newsletter. *NADA Headlines PM* takes the hottest auto-industry news items of the day and condenses them into a few quick, bite-size updates. There’s also an automotive stock ticker—highlighting the daily movers and shakers in auto retail and manufacturing—and an interesting “fact of the day,” perfect for any cocktail conversation. Reach nearly 60,000 subscribers and benefit from an average open rate of 26 percent.

Choice of two banners and pricing:

- 1 1200 x 100-pixel banner—\$5,000 (net) per month
- 2 1200 x 100-pixel banner—\$4,000 (net) per month



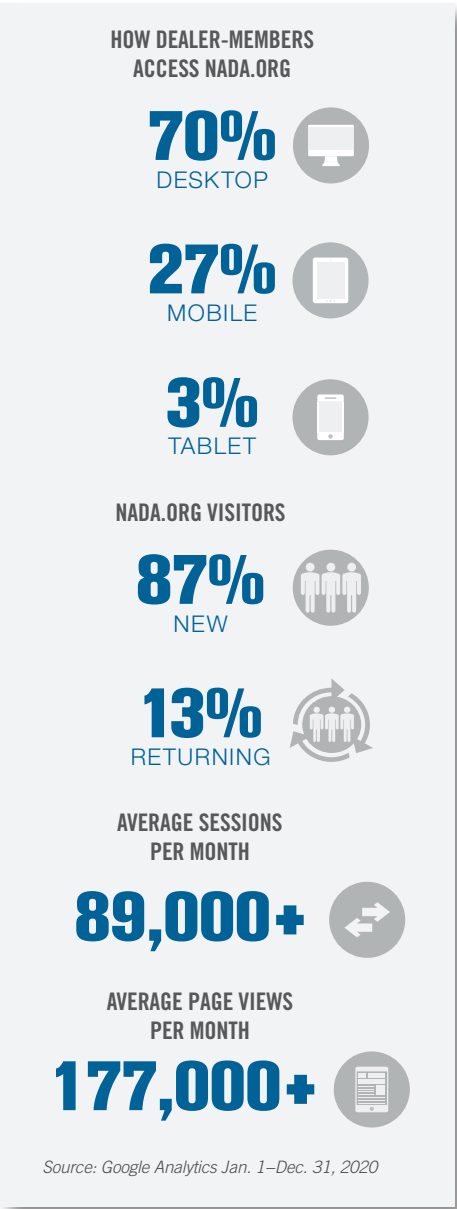
ADVERTISING ➤ DIGITAL

NADA.ORG

The official NADA website—nada.org—includes links to all NADA departments, as well as regulatory bulletins, call-to-action updates and the popular *NADA Data* report on dealership financials. The cutting-edge, responsive website design provides user-friendly access across all digital platforms: PCs, tablets and smartphones. Choice of four banners, each with a minimum 20% share of voice:

Pricing:

- 1 970 x 90-pixel banner—\$2,500 (net) per month
- 2 300 x 250-pixel banner—\$2,500 (net) per month
- 3 300 x 250-pixel banner—\$2,500 (net) per month
- 4 970 x 90-pixel banner—\$2,500 (net) per month



ADVERTISING ➤ DIGITAL

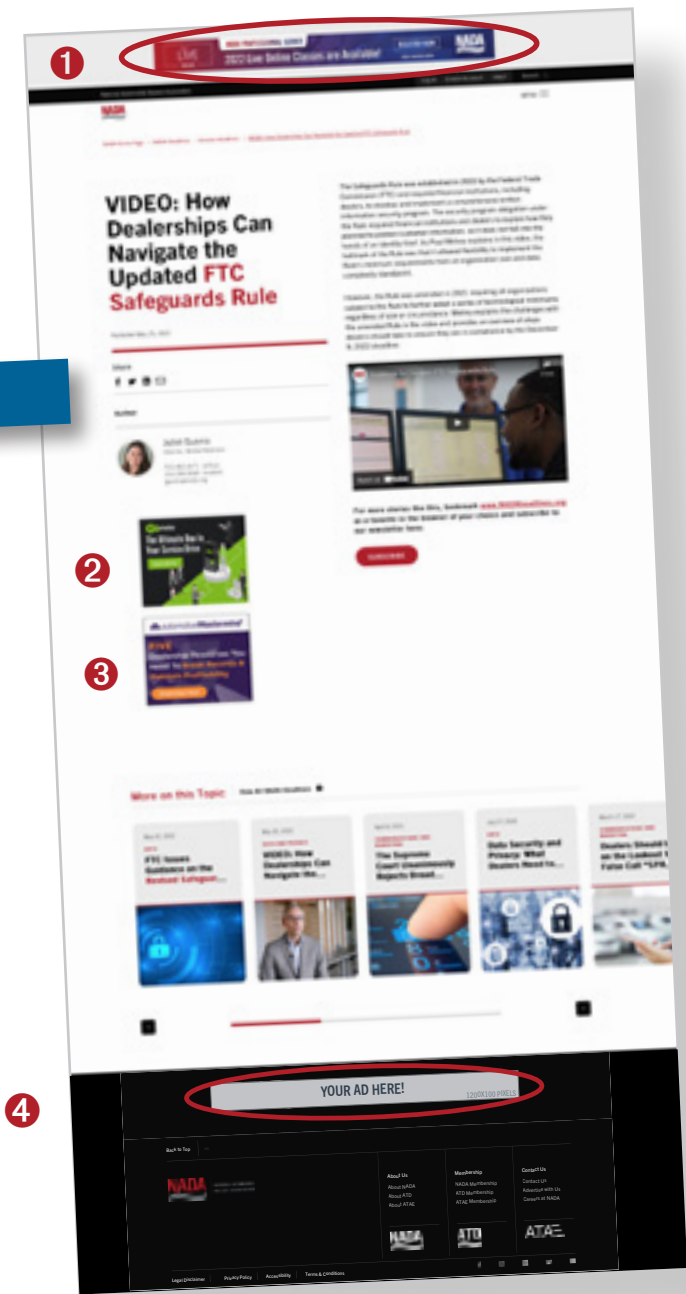
NADA HEADLINES - THE NEW NADA BLOG

NADA Headlines is the editorial home for all public-facing messaging from NADA, as well as the best resource for news relating to automotive retail. If your goal is to get in front of leaders in the automotive retail space, this popular news site is sure to do the trick.

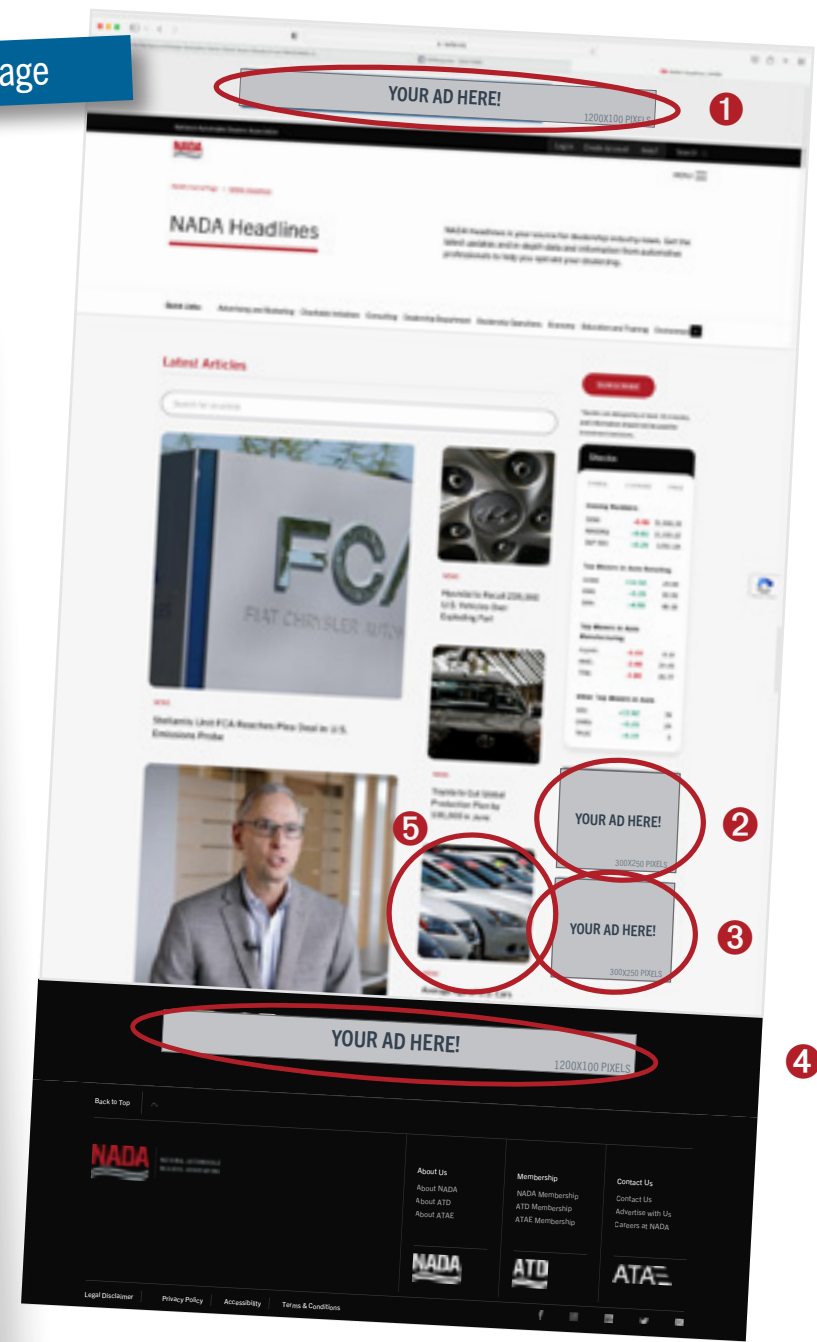
Pricing:

- 1 970 x 90-pixel banner—\$2,500 (net) per month; min 20% SOV
- 2 300 x 250-pixel banner—\$2,500 (net) per month; min 20% SOV
- 2 300 x 250-pixel banner—\$2,500 (net) per month; min 20% SOV
- 4 970 x 90-pixel banner—\$2,500 (net) per month; min 20% SOV
- 5 Sponsored content—text/copy and images; call for character count/complete specs and pricing.

Blog Post Page



Blog Home Page



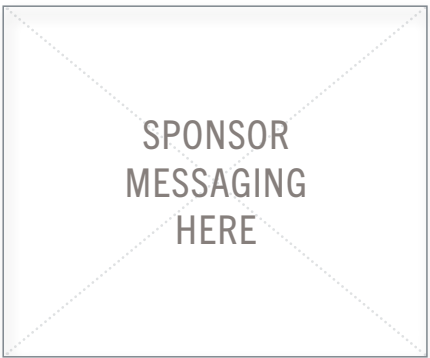
NADA.ORG RETARGETING

Targeted banner ads are available to build brand awareness for companies looking to reach the dealership decision-makers--the members of NADA. Cookies track visitors to the nada.org website. The ads are then served on the numerous websites (across 95% of the consumer web) that visitors to nada.org visit during their regular online browsing. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure. Minimum purchase requirement of 50,000 impressions.

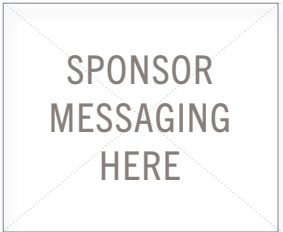
Impressions	Pricing
100,000	\$7,500
50,000	\$5,000

Ad Creative Recommendations

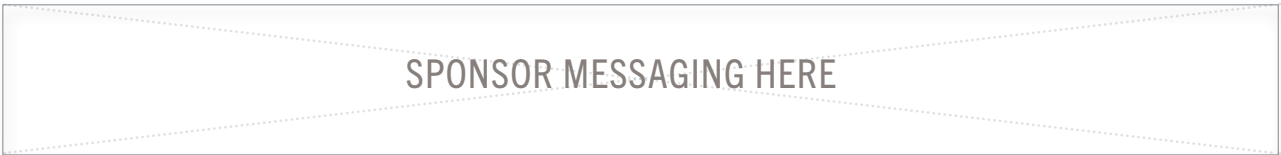
- Images can be .png, .jpg or .gif. Static or animated. Maximum file size of each creative not to exceed 200MB.
- White space works! Include enough in your creative.



◀ 300 x 250



◀ 180 x 150



◀ 728 x 90



◀ 160 x 600

ADVERTISING ► DIGITAL

NADA EDUCATION—WEBINARS**\$5,000 (net) per webinar**

Be the exclusive sponsor and presenter for a weekly webinar—part of NADA’s valuable professional training and educational programs—and reach dealers, dealership staff and other auto industry executives.

- Webinars are every Wednesday, Noon-12:30 ET
- Free to NADA members and non-members
- Recorded and available "on-demand" through nada.org for two years
- Up to 1,500 attendees (no minimum guaranteed)
- Deadlines and presentation requirements available [on request](#)
- Suggested topics:
 - Dealership Operations
 - Fixed operations
 - Variable operations
 - Business development
 - Digital
 - Financial
 - Human resources
 - Marketing
 - Succession planning



ADVERTISING ► TERMS & CONDITIONS

1. CHARACTER OF SPONSORSHIP

The purpose of the NADA Show 2023 is to promote the highest standards of efficient management, ethical and business-like practices, and knowledge useful to the improvement and efficiency of dealership operations. Sponsorships and Advertising are intended to complement and enhance the NADA Expo and Education Program and are designed to educate NADA members and industry participants about industry products or services and to stimulate interest in and demand for these items. Each Sponsor/Advertiser agrees to advertise only its products or services used in the business of the automobile dealer.

NADA reserves the right to reject, eject, prohibit, or decline any sponsorship/advertisement in whole or in part, or any sponsor/advertiser or its representatives, with or without giving cause, including, but not limited to any failure to comply with terms and conditions, rules and regulations, or creation of an unreasonable disruption or disturbance.

2. ACCEPTANCE

2.1 NADA reserves the right to unilaterally determine the eligibility of any company or product for inclusion as a participant in the NADA Sponsorships and Advertising Program.

2.2 Acceptance of this Contract by NADA should in no way be construed as, and does not constitute or represent, an endorsement, evaluation, review, approval, or recommendation of any kind by NADA of either a sponsoring/advertising company or its products or services.

2.3 This Contract shall be binding upon NADA's final acceptance and approval of Sponsor/Advertiser's sponsorship/advertisement.

2.4 Sponsor/Advertiser represents that any goods, services, or other products displayed or advertising, described or otherwise presented at the NADA Show comply with all applicable federal, state, and local laws, ordinances, and regulations.

3. FAILURE TO MAKE PAYMENT

If Sponsor/Advertiser fails to make any scheduled payment by the date specified, for either sponsorship/advertisement or exhibit booth, NADA reserves the right, at its sole option, to cancel this Contract. Under such circumstances, NADA will have the absolute right to sell, utilize, or otherwise dispose of the sponsorship/advertisement that had been reserved for Sponsor/Advertiser, in any manner NADA deems appropriate, with no liability or obligation whatsoever to Sponsor/Advertiser. In event of cancellation due to Sponsor/Advertiser's failure to make payment, NADA will also be entitled to recover liquidated damages.

4. CANCELLATIONS

Sponsor/Advertiser understands that commitments have been, or will be made by NADA in reliance upon Sponsor/Advertiser's agreement to perform its obligations under this Contract, and therefore Sponsor/Advertiser understands and agrees that it has no right to cancel this Contract except as provided in Section 5 herein. Sponsor/Advertiser also understands and agrees that because of the nature of the enterprise undertaken by NADA, which is dependent upon its securing a suitable facility for the Show, if NADA determines, in its sole opinion, that it is not practical to carry out the terms of this Contract for any reason, including but not limited to the unavailability or unsuitability of the facility for any reason including without limitation, Act of God, fire, flood, pandemic, storm or threatened storm, earthquake, riot, strike, lockout, civil disturbance, actual or threatened terrorist attack or act of war, or restraint of government, or for any other reason beyond NADA's reasonable control, NADA shall have the right to cancel this Contract, with no obligation or liability to Sponsor/Advertiser. In event of such cancellation or if NADA cancels the Show after it opens, Sponsor/Advertiser hereby expressly waives any and all claims against NADA of every kind or nature. Nonetheless, in the event of a cancellation, NADA may, at its sole option, elect to provide Sponsor/Advertiser with a full or partial refund of fees Sponsor/Advertiser has paid to NADA for sponsorship/advertisement at the NADA Show 2023.

5. REFUNDS

5.1 If NADA does not accept Sponsor/Advertiser's sponsorship/advertisement request for a reason other than non-payment or cancellation by Sponsor/Advertiser, NADA will refund any fees paid to NADA by Sponsor/Advertiser for the 2023 Show.

5.2 Cancellation of Sponsorship/Advertisement. If at any time Sponsor/Advertiser cancels sponsorship/advertisement, 100% of the sponsorship/advertisement payment is due. If payment has already been made, no refunds will be issued and any unpaid balances will be due upon cancellation. Sponsorship/advertisement is non-refundable, and non-transferrable. Any cancellation notices by Advertiser/Sponsor must be submitted to NADA in writing and will be effective when received by NADA.

5.3 Cancellation of Booth Space. In the event that a Sponsor/Advertiser's booth space is cancelled for any reason after an order for a sponsorship/advertisement has been placed, the sponsorship/advertisement will automatically be cancelled and 100% of the payment will be due upon cancellation. If payment has already been made, no refunds will be issued and any unpaid balances will be due upon cancellation. All sponsorship/advertisement sales are final, non-refundable, - and non-transferrable. Cancellation notices by Sponsor/Advertiser must be submitted in writing and will be effective when received by NADA.

6. TRAFFIC

NADA makes no representations or guarantees regarding the number of individuals attending the Show or the number of visitors to a particular area of the Show. Sponsor/Advertiser understands and agrees that NADA has no control over traffic and hereby waives any and all claims for refund, discount, damages, or any other relief related to the nature, quality, or location of the Convention facilities or the Sponsor/Advertiser's space location.

7. SUBLETTING—PRIOR APPROVAL REQUIRED FOR CO-SPONSORS/ADVERTISERS

Sponsor/Advertiser agrees that the sponsorship/advertisement purchased is intended for Sponsor/Advertiser's sole use to promote only their goods or services. Sponsor/Advertiser agrees that it will not share, assign, sublet, subdivide, apportion, or otherwise allow any persons, parties or entities other than Sponsor/Advertiser to use in any manner, the sponsorship/advertisement purchased.



8. NAME CHANGES

Sponsor/Advertiser represents that the name of the sponsoring/advertising company is correct. NADA reserves the right to cancel this Contract in the event of any change (a) in the name of the sponsoring/advertising company, (b) in the products or services to be promoted, or (c) in the ownership of the sponsoring/advertising company. Sponsor/Advertiser agrees to notify NADA in writing within ten (10) business days of the occurrence of any of the events listed in the preceding sentence. If NADA cancels this Contract under this Section 8, NADA will refund any sponsorship/advertising fees Sponsor/Advertiser has previously paid to NADA for the NADA Show 2023.

9. COPYRIGHT INFRINGEMENT

Sponsor/Advertiser is responsible for (a) securing any and all necessary intellectual property licenses, trademarks, and copyrights for any products, performances, displays, or other uses of copyrighted works or patented inventions; or, (b) obtaining any and all consents necessary for the use of any name, likeness or signature, voice, or other impression, or other intellectual property owned by any third party which is used directly or indirectly by Sponsor/Advertiser. Sponsor/Advertiser represents and warrants that it has the legal right to use any and all intellectual property related in any way to their sponsorship/advertisement.

Sponsor/Advertiser agrees that NADA is not responsible or liable for any claimed or recognized violations of the Sponsor/Advertiser’s intellectual property rights or proprietary claims, including any claims for trade-mark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights. Sponsor/Advertiser further releases, waives, and covenants not to sue, file, or maintain any action in law or equity against NADA and its respective members, officers, directors, agents, and employees, from all liability for any and all loss or damage or any claim for such violations of the Sponsor/Advertiser ‘s intellectual property rights or proprietary claims.

10. SPONSOR/ADVERTISER PROMOTIONAL MATERIAL

NADA reserves the right to remove or require a sponsor/advertiser to remove any advertising or promotional material displayed or available at the Show that, in NADA’s sole judgment, is inappropriate, inaccurate or offensive, or fails to comply with the Contract Terms and Conditions.

11. PRINT INSERTS/OUTSERTS

- 11.1 Ad copy and stock weight for inserts must be approved by NADA in advance of publication.
- 11.2 A final copy of the insert must be approved in advance of issue by NADA.
- 11.3 All inserts must meet U.S. Postal Service requirements.
- 11.4 All outserts polybagged with a NADA publication must read “Supplement to NADA’s (name of publication).”

12. VIOLATIONS OF CONTRACT

If Sponsor/Advertiser defaults in the performance of any term of this Contract (including, but not limited to payment of fees, compliance with the terms of this Contract or any related agreement, or compliance with any and all rules and requirements concerning displays, or use of the Convention facilities), NADA, at its option, may immediately terminate this Contract. Upon such termination, Sponsor/Advertiser’s rights and privileges under this Contract shall terminate, NADA shall have the right to take possession of the sponsorship/advertisement occupied by the Sponsor/Advertiser and to remove all persons and goods, with no liability whatsoever to Sponsor/Advertiser. In addition, NADA shall be entitled to recover any and all damages caused, in whole or in part, by such default, including liquidated damages. The remedies provided to NADA under this Contract shall be cumulative. If NADA commences legal action against the Sponsor/Advertiser to enforce the provisions of this Contract, NADA shall be entitled to pursue any and all appropriate remedies and to recover attorney’s fees and costs.

13. AMENDMENT TO TERMS AND CONDITIONS

Any and all matters or questions not specifically covered by these Terms and Conditions shall be subject to the sole discretion of NADA. NADA may, at any time, in its sole discretion, make reasonable changes, amendments, or additions to these Terms and Conditions. Any such changes, amendments, or additions shall be binding on Sponsor/Advertiser equally with the other terms and conditions contained herein.

14. MISCELLANEOUS

- 14.1 Only NADA Show exhibiting companies are eligible to purchase NADA Show sponsorships.
- 14.2 NADA reserves the right to add the word “Advertisement” to any presentation that resembles editorial matter.
- 14.3 Positioning of sponsorships or advertisements is at the sole discretion of NADA.
- 14.4 NADA shall have no liability for errors in key numbers, advertisers’ index or booth number information.
- 14.5 No conditions shall be binding on NADA unless specifically agreed to in writing by NADA. Rates are subject to change on notice from NADA.
- 14.6 NADA will not supply proof of purchase for any sponsorship other than print.
- 14.7 Neither party shall be liable for failure to perform its obligations if prevented from doing so by any cause beyond its reasonable control, including but not limited to fire, flood, riot, pandemics, earthquake, civil commotion, insurrection, Act of God, labor disputes, strikes, war, actual or threatened terrorist attacks, shortage of or inability to obtain materials, supplies or utilities, or any law or governmental action that becomes effective after the date of execution of this Contract.
- 14.8 If any provision of this Contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof.
- 14.9 The headings in this Contract are intended for convenience of reference and shall not affect its interpretation.
- 14.10 This Contract contains the entire understanding of the parties relating to the subject matter hereof, and supersedes any prior or contemporaneous understanding or representation, whether written or oral.
- 14.11 This Contract shall be deemed to be made under and shall be construed in accordance with the laws of the Commonwealth of Virginia without giving effect to any conflict-of-laws provisions. Each of the parties to this Contract irrevocably and unconditionally (a) agrees that any suit, action or other legal proceeding (collectively “Suit”) arising out of or in any manner related to this Contract, whether directly or indirectly, shall be brought and adjudicated in the U.S. District Court for the Eastern District of Virginia, Alexandria Division, or the Fairfax County Circuit Court, Fairfax, Va., (b) submits to the exclusive jurisdiction of such court for the purpose of any such Suit, (c) waives and agrees not to assert by way of motion, as a defense or otherwise in any such Suit, any claim that such party is not subject to the jurisdiction of any of the courts referred to above, that such Suit is brought in an inconvenient forum or that the venue of such Suit is improper, and (d) hereby irrevocably waives any right to trial by jury in any court in any Suit for the adjudication of any claim or dispute between the parties arising under or relating to this Contract.
- 14.12 Sponsor/Advertiser is solely responsible for, and agrees to pay when due, any and all sales, use, property, excise or other taxes imposed by any governmental authority upon or arising from Sponsor/Advertiser’s activities in conjunction with the Show, including, but not limited to, Sponsor/Advertiser’s sale of goods or services. Sponsor/Advertiser agrees, represents and warrants that it will file any tax returns or similar documents required by any governmental authority.

SPECIAL NOTICES

- NADA Show will allocate one exhibit space priority point for exhibitors that purchase an official NADA Show sponsorship. No minimum purchase required.
- The right-of-first-refusal sponsorship deadline is Aug. 1, 2022. No extensions.
- Due to safety protocols and Kay Bailey Hutchison scheduling requirements, deadlines for receiving creative materials for all sponsorships and advertising must be strictly enforced.
- Late fees of 25% to 50% will apply to any extensions beyond the published creative deadlines and/or by failure of sponsor or advertiser to abide by the deadlines may result in NADA Show branding/messaging being supplied in lieu of sponsor or advertiser creative materials. Sponsor/advertiser also may be liable for additional production/cancelation fees.

SALES CONTACTS

Michele Schaner • 703.821.7146 • mschaner@nada.org

Joe Phillips • 703.821.7155 • jphillips@nada.org